

Best Practices for Mass Influenza Vaccination Campaigns



Ensuring that Persons at High Risk and their Household Contacts are Vaccinated

General Strategies

- ✓ Develop liaisons with community groups representing the elderly and those with chronic diseases (e.g., offer incentives for groups to attend clinics, ask for volunteers to help promote and run clinics).
- ✓ Share information about vaccine availability with other clinics/facilities providing flu vaccine in your community. Inform clients about other locations where vaccine is available.
- ✓ Schedule and publicize special “senior clinics” when only elderly or other high-risk patients will be accepted.
- ✓ Schedule flu vaccine delivery during daytime hours when the elderly, and other high-risk patients, have less need to compete with younger, healthy clients for a place in line at the vaccination location.
- ✓ Workplace sites can offer vaccination to elderly and chronically ill employees and relatives of persons in the workplace.
- ✓ *Promote the campaign* by publishing “public service” announcements in local media stressing a commitment to first serve the high-risk population and asking healthy people to cooperate by waiting for availability of vaccine. Include up-to-date information about expected availability of more vaccine and about flu activity (or lack thereof) in the community.
- ✓ Share vaccine with other providers (e.g., hospitals, nursing homes, physicians) who see high-risk patients.

At the Vaccination Location . . .

- ✓ Establish criteria for identifying high-risk individuals and those living with them, and ensure that they receive top priority.
- ✓ Develop a brief questionnaire or checklist to enable prospective vaccinees to determine their risk status, and encourage those not at high risk to return in December or later.
- ✓ Post notices (or personnel) asking healthy people to defer their flu shots so high-risk people can be protected with available vaccine. Give people the opportunity to defer *before* they have started to wait in line.
- ✓ Establish “express lanes” for elderly and high-risk patients to reduce the amount of time they have to stand in line to receive the vaccine.
- ✓ Offer incentives for non-high-risk patients who accept a “rain check” to return at a later date for their shots.
- ✓ Keep customers informed. Post notices informing clients of hours of flu vaccine clinics and of the need to vaccinate high-risk patients first. Assure them (if appropriate) that additional shipments of vaccine are expected. Post information about other locations where vaccine is available.